



Connect with Friends through Social Media

Does your meeting want to connect with Friends, newcomers, and seekers online? FGC can help with these handy tips for promoting your meeting on social media!



Tip #1: Know your audience.

What values are important to your followers? Are they using a smartphone or a computer to view websites? What kind of posts do they share on their social media account? Knowing who it is you want to reach online helps determine the kind of content you share with your audience.



Tip #2: Keep posts brief.

You're competing with Taylor Swift and cute pictures of cats. Keep your posts short, and make them worth your audience's time. Use websites like Bit.ly or TinyURL to shorten your links.



Tip #3: Pictures are essential.

Social media postings with pictures are more likely to be clicked, "Liked," and shared than postings without them. Use pictures that are exciting and show an action, as opposed to static, posed portraits.



Tip #4: Avoid using jargon.

Your meeting's Facebook page may be the first interaction an individual has with the Quaker way. If they don't understand the phrases your page is using, they may be turned off by the experience and choose to explore another spiritual path. Or check out cute pictures of cats!

Get more tips for your meeting on our website at <http://bit.ly/fgcpowertools>